

Remarks

The Non-Final Office Action (hereinafter the Action) mailed January 11, 2006 has been reviewed and these remarks are responsive thereto. Claims 1, 2, 4-28, 30, and 31 remain pending in this application and currently stand rejected. Upon entry of this amendment, claims 1, 5, 8, 12, 14, 16, 19, 23 and 28 are amended to clarify the claimed subject matter. Claim 21 is amended to correct a typographical error. Claim 22 is cancelled. No new matter has been added.

Claim Rejections Under 35 U.S.C. §103

The Action rejected claims 1, 2, 4-6, 16, 18, 23-25, 28, 30, and 31 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,625,581 to Pandit (hereinafter *Pandit*) in view of U.S. Patent No. 5,859,636 to Perkowski (hereinafter *Perkowski*). Applicants respectfully traverse the rejections.

Amended claim 1 recites, inter alia, “annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings” and “associating each type label with the string of text, wherein the type labels are stored along with the electronic document.” The amendments are supported by the Specification (page 3, lines 20-23; page 14, lines 3-6). According to amended claim 1, a list of actions for purchasing a product associated with the string of text are provided once the type labels are determined and associated with the string of text.

Thus, two separate sets of operations are covered by the claimed subject matter. The first set involves receiving and annotating a string of text, determining one or more type labels for the string, and associating the type label with the string. The second set of operations involves providing a list of actions for purchasing a product associated with the string based on the type label(s). Because the type labels are associated with the text string and stored along with the document independent from the second set of operations, they may be used for the second set of operations at any time or by any application that can execute the second set of actions.

Unlike the Applicants’ amended claim 1, *Pandit* teaches selectively recognizing text and performing relevant operations based on the recognition. (*Pandit*, Abstract, col. 2, lines 3-4) According to *Pandit*, subroutines of a library recognize a class or type of

text data, identify a particular number of operations that can be performed, and perform the identified operation. (*Pandit*, col. 3, line 36 through col. 4 line 19) Thus, *Pandit* fails to disclose or teach determining type labels based on a received string of text, associating the type labels with the string of text, and storing the type labels along with the electronic document that includes the string of text, as recited in amended claim 1.

Therefore, each string of text in a document would need to be re-recognized before a relevant operation can be performed according to *Pandit*. On the other hand, by associating the type labels with the strings of text and storing the type labels along with the electronic document, Applicants' amended claim 1 enables execution of a set of operations at any time by any application without having to recognize the text string(s) each time.

Perkowski discloses a method and system for collecting consumer-product related information, and transmitting and delivering the same along the consumer-product supply and demand chain using the Internet. (*Perkowski*, Abstract, col. 1, lines 36-39, col. 4, lines 36-40) *Perkowski* also fails to teach or suggest determining type labels based on a received string of text, associating the type labels with the string of text, and storing the type labels along with the electronic document that includes the string of text.

Thus, *Pandit* and *Perkowski* fail individually and in combination to teach or suggest features of the Applicants' amended claim 1. Amended claim 1 is therefore in condition for allowance, and notice to that effect is respectfully requested.

Claims 2 and 4-6 depend from amended independent claim 1 with additional features. Thus, dependent claims 2 and 4-6 are allowable for at least the same reasons discussed above with respect to amended claim 1. Therefore, based on the foregoing, the rejection of claims 2 and 4-6 should also be withdrawn.

Amended claim 16 recites a computer-implemented method for purchasing a plurality of items from an e-commerce retailer, which includes similar features to the method of amended claim 1 such as "...the plurality recognizer modules receives the plurality of items", "annotates the plurality of items to determine a type label", and "associates each type label with the plurality of items, wherein the type labels are stored

along with the electronic document.” Therefore, amended claim 16 is allowable for at least the same reasons discussed above. Notice to that effect is respectfully requested.

Claim 18 depends from amended independent claim 16 with additional features. Thus, dependent claim 18 is allowable for at least the same reasons discussed above with respect to amended claim 16. Therefore, based on the foregoing, the rejection of claim 18 should also be withdrawn.

Amended claim 23 recites a computer-implemented method for providing electronic commerce actions, which includes similar features to the method of amended claims 1 and 16 such as “automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document”, “...annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings...”, and “associating each type label with the string of text, wherein the type labels are stored along with the electronic document.” Therefore, amended claim 23 is allowable for at least the same reasons discussed above. Notice to that effect is respectfully requested.

Claims 24 and 25 depend from amended independent claim 23 with additional features. Thus, dependent claims 24 and 25 are allowable for at least the same reasons discussed above with respect to amended claim 23. Therefore, based on the foregoing, the rejection of claims 24 and 25 should also be withdrawn.

Amended claim 28 recites a computer-implemented method for recognizing a product string in an electronic document, which includes similar features to the method of amended claims 1, 16, and 23 such as “determining whether a product string in the electronic document matches at least one string in a recognizer database”, “if so, then labeling the product string with a semantic category associated with each of the plurality of recognizer program modules, wherein the semantic category comprises a type label...”, and “wherein the type label is stored along with the electronic document.” Therefore, amended claim 28 is allowable for at least the same reasons discussed above. Notice to that effect is respectfully requested.

Claims 30 and 31 depend from amended independent claim 28 with additional features. Thus, dependent claims 30 and 31 are allowable for at least the same reasons

discussed above with respect to amended claim 28. Therefore, based on the foregoing, the rejection of claims 30 and 31 should also be withdrawn.

The Action also rejected claims 7-15, 19, 21, and 22 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,859,636 to Pandit (hereinafter *Pandit*) in view of U.S. Patent No. 6,625,581 to Perkowski (hereinafter *Perkowski*) and in further view of U.S. Patent No. 5,855,007 to Jovivic et al. (hereinafter *Jovivic*). Applicants respectfully traverse the rejections.

As discussed above, amended claim 1 includes features such as “annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings” and “associating each type label with the string of text, wherein the type labels are stored along with the electronic document.” These features are not taught or suggested by *Pandit* and *Perkowski*, individually or in combination.

Jovivic discloses an electronic coupon communication system for generating and redeeming unique product discount coupons over public computer networks such as the Internet. (*Jovivich*, Abstract, col. 1, lines 6-10) *Jovivich* also fails to disclose, teach, or suggest the above described features of Applicants’ amended claim 1, individually or in combination with the cited references.

Claims 7-11 depend from amended independent claim 1 with additional features. Thus, dependent claims 7-11 are allowable for at least the same reasons discussed above with respect to amended claim 1. Therefore, based on the foregoing, the rejection of claims 7-11 should also be withdrawn.

Amended claim 12 recites a method for providing an electronic coupon to a user of an electronic document, which includes similar features to the method of amended claim 1 such as “using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in the electronic document” and “labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules, wherein the label is stored along with the electronic document.” Therefore, amended claim 12 is allowable for at least the same reasons discussed above. Notice to that effect is respectfully requested.

Claim 13 depends from amended independent claim 12 with additional features. Thus, dependent claim 13 is allowable for at least the same reasons discussed above with respect to amended claim 12. Therefore, based on the foregoing, the rejection of claim 13 should also be withdrawn.

Amended claim 14 recites a method for providing an affiliate program for electronic commerce, wherein a user is rewarded for referring business to a website, which includes similar features to the method of amended claim 1 such as “using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in the electronic document”, “applying a semantic category associated with each of the plurality of recognizer modules to each of the matched strings in the electronic document, wherein the semantic category comprises a type label identifying the type of the matched string...”, and “wherein the type label is stored along with the electronic document.” Therefore, amended claim 14 is allowable for at least the same reasons discussed above. Notice to that effect is respectfully requested.

Claim 15 depends from amended independent claim 14 with additional features. Thus, dependent claim 15 is allowable for at least the same reasons discussed above with respect to amended claim 14. Therefore, based on the foregoing, the rejection of claim 15 should also be withdrawn.

Amended claim 19 recites a method for using a recommendation e-mail from an e-commerce retailer to a computer, which includes similar features to the method of amended claim 1 such as “receiving an e-mail from the retailer, wherein the e-mail comprises a product name”, “cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database ...”, and “labeling the product name with a type label associated with each of the plurality of recognizer modules, wherein the type label is stored along with one of the e-mail and an associated document.” Therefore, amended claim 19 is allowable for at least the same reasons discussed above. Notice to that effect is respectfully requested.

Claim 21 depends from amended independent claim 19 with additional features. Thus, dependent claim 21 is allowable for at least the same reasons discussed above with

respect to amended claim 19. Therefore, based on the foregoing, the rejection of claim 21 should also be withdrawn.

Claim 22, which was also rejected, has been cancelled without prejudice or disclaimer.

Conclusion

In view of the foregoing amendments and remarks, this application is now in condition for allowance. A notice to this effect is respectfully requested. If the Examiner believes, after this amendment, that the application is not in condition for allowance, the Examiner is invited to call the Applicant's attorney at the number listed below.

Respectfully submitted,

MERCHANT & GOULD



Date: July 11, 2006

D. Kent Stier
Reg. No. 50,640

Merchant & Gould, LLC
P.O. Box 2903
Minneapolis, Minnesota 55402-0903
Telephone: 404.954.5100

